

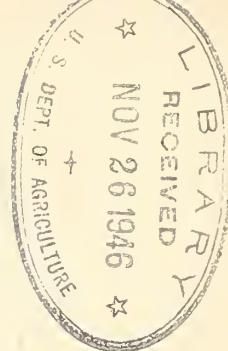
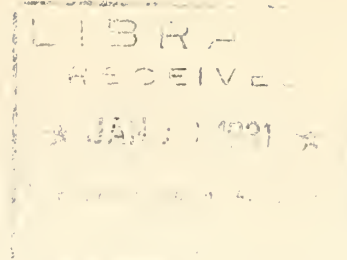
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Excerpt from a radio talk by  
W.R.M. Wharton, Chief, Eastern  
District, Food and Drug Ad-  
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Serial No. 36

## HOW TO READ THE LABEL

### Chocolate Products

My subject today is chocolate and chocolate products. Let me explain that chocolate is made from cacao beans. The beans contain a large percentage of natural fat which, when separated, is known as cacao butter. Cacao butter is an expensive product and has a ready sale as such. An entirely different product is made by extracting the fat of cocoanuts. This is known as cocoanut fat. If a manufacturer of chocolate products should extract the fat from cocoa beans and sell this as such, and substitute in the chocolate a fat derived from cocoanuts, large additional profits would result. And you, the consumer, would get an inferior, adulterated chocolate when you thought you bought pure chocolate.

Cocoa beans, from which chocolate is made, are imported in huge quantities from East Africa, the West Indies, and from South America. Chocolate is a very concentrated food, and it is mildly stimulating.

You should read labels on chocolate and chocolate products, including chocolate candy, for if the chocolate is in any way different from what the general understanding is that such a product should be, then the label must declare the manner of its difference from the genuine article. And besides, various chocolate terms have different meanings: these I shall tell you:

Chocolate, otherwise known as Plain Chocolate, or Bitter Chocolate, or Chocolate Liquor, or Chocolate Paste, or Bitter Chocolate Coating. It is a solid or plastic mass obtained by grinding cacao nibs and contains not less than 50% of cacao fat; and, on the moisture- and fat-free basis, not more than 8% of total ash, not more than 4/10ths per cent of ash insoluble in hydrochloric acid; and not more than 7% of crude fibre.

Sweet Chocolate, or Sweet Chocolate Coating, is chocolate mixed with sugar (sucrose), with or without the addition of cacao butter, spices, or other flavoring materials, and contains on the moisture-, sugar- and fat-free basis, no greater per cent of total ash, ash insoluble in hydrochloric acid, or crude fibre, respectively, than is found in moisture- and fat-free chocolate.

Milk Chocolate, or Sweet Milk Chocolate, is the product obtained by grinding chocolate with sugar, with the solids of whole milk or the constituents of milk solids in proportions normal for whole milk, with or without cacao butter or flavoring material. It contains not less than 12% of milk solids.

Cocoa or Powdered Cocoa, is chocolate deprived of a portion of its fat and pulverized, and contains, on the moisture-and fat-free basis, no greater percentage of total ash, ash insoluble in hydrochloric acid, or crude fibre, respectively, than is found in moisture-and fat-free chocolate.

"Breakfast Cocoa" is cocoa which contains not less than 22 per cent of cacao fat.

Sweet Cocoa, Sweetened Cocoa, is cocoa mixed with sugar (sucrose), and contains not more than 65 per cent of sugar in the finished product and, on the moisture-, sugar-, and fat-free basis, no greater percentage of total ash, ash insoluble in hydrochloric acid, or crude fibre, respectively, than is found in moisture-and fat-free chocolate.

Sweet Milk Cocoa is the product obtained by grinding cocoa with sugar, with the solids of whole milk, or the constituents of milk solids in proportions normal for whole milk, and with or without flavoring material. It contains not less than 12 per cent of milk solids.

Dutch-Process Chocolate, "Alkalized Chocolate" and Dutch-Process Cocoa, "Alkalized Cocoa," are modifications, respectively, of chocolate and cocoa, in that in their manufacture an alkali carbonate, or other suitable alkaline substance, has been employed. In the preparation of these products, not more than three parts by weight of potassium carbonate, or the neutralizing equivalent thereof in other alkaline substance, are added to each 100 parts by weight of cacao nibs. The finished products conform to the standards for chocolate and cocoa, respectively, due allowance being made for the kind and amount of alkaline substance added.

Now, knowing these definitions and standards, my friends, you may read labels understandingly.

Chocolate sold for candy-making varies greatly in quality, depending upon the kind and condition of the cacao beans used in its manufacture. Such chocolate varies in wholesale price from eleven cents per pound to thirty-two cents per pound. The candy makers know of this difference in quality, but there is no way that you may know by the label, since there is no requirement that the relative quality of products be stated on labels. The matter of quality of chocolate products is one that you will have to learn from your own experiences.

Now, the difference between chocolate and cocoa is only that in the case of cocoa a large part of the natural fat or cocoa butter has

been taken away. On the other hand, if you buy a package labeled, "Breakfast Cocoa," the product will contain at least 22% of natural cacao fat, which is nearly half of that found in chocolate. If you observe a package of cocoa labeled "Dutch-Process," you will know that the manufacturer has added a harmless alkali carbonate intended to give certain qualities to the cocoa which are preferred by some users.

Many products are flavored with chocolate and with cocoa. Among these are dessert preparations. The chief point for label readers to have in mind in this connection is that when the label declares the product to be chocolate, for example, "Chocolate Pudding Powder," the flavor must be derived from chocolate; whereas, if the label declares the product to be "chocolate-flavored," then the flavor may be derived from cocoa.

Again, the order and arrangement of the words naming the product are important for the label reader to take into consideration: for example, "Chocolate Malted Milk" is a different product from "Malted Milk Chocolate." And again, "Malt, Milk and Chocolate" is still a different product. "Chocolate Malted Milk" is a chocolate-flavored malted milk and must contain 7-1/2% of butter fat derived from the milk. "Malted Milk Chocolate" is a mixture of malted milk and chocolate, and so falls under the requirements of milk chocolate and must contain 12% milk solids. "Malt, Milk and Chocolate" is a product, the milk of which is not malted, but malt and ground chocolate are added to dry milk. This product must contain 12% milk solids derived from milk.

Chocolate milk and milk chocolate products are sometimes made from skim milk. Whenever this is true, the labels will tell you so.

Sometimes products such as starch or arrowroot flour are added to chocolate products. When this is done, the labels will inform you of the fact.

